

040704

05909 U.S. PTO

UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.

Sony-07100

TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of () application identifier or (X) first named inventor, Endler et al,
entitled METHODS AND APPARATUSES FOR DISPLAYING PROMOTIONS, for a(n):

(X) Original Patent Application

() Continuing Application (prior application not abandoned):

() Continuation () Divisional () Continuation-in-part (CIP)

of prior application No: _____ Filed on: _____

() A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

(X) Specification; 28 Total Pages.(X) Drawing(s); 8 Total Sheets.

(X) Combined Declaration and Power of Attorney:

(X) A Newly Executed Declaration (4 pages):

() Signed.

(X) Unsigned.

() Partially Signed.

() A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).

() Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated herein by reference.

() Signed Statement Deleting Inventor(s) Named in the Prior Application. (37 CFR § 163(d)(2)).

() Power of Attorney (unsigned).

(X) Return Receipt Postcard.

() Fee Transmittal.

(X) Credit Card authorization in the amount of \$ 1122.00.

() Preliminary Amendment.

() Information Disclosure Statement and Form PTO-1449.

(X) A Duplicate Copy of this Form for Processing Fee Against Deposit Account.

() A Certified Copy of Priority Documents (if foreign priority is claimed).

() Assignment Papers (Cover sheet and documents).

() Statement(s) of Status as a Small Entity Filed in Prior Application, Status Still Proper and Desired.

() Other: _____

CLAIMS AS FILED				
FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	30	10	\$18.00	\$ 180.00
Independent Claims	5	2	\$86.00	\$ 172.00
Multiple Dependent Claims (if applicable)				\$0.00
Assignment Recording Fee				\$ 0.00
Basic Filing Fee				\$770.00
Total Filing Fee				\$ 1122.00

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit overpayment to Deposit Account No: 50-1963. A duplicate copy of this authorization is enclosed.

Respectfully submitted,

By: _____

Richard Butler, Attorney of Record, Reg. No.40,932

Date: 04/07/2004

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I hereby certify that this is being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 CFR § 1.10 on the date indicated below and is addressed to:

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